

# Conditional Use Analysis

March 10, 2010

## Application

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C-4-2010

Rocky Mountain Raceway Pole Sign

6555 West Highway 201

Manufacturing Zone, 79.22 Acres

Staff Presentation by Hannah Thiel, Planner II

## Background

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Young Electric Sign Company is requesting a conditional use amendment for a pole sign alteration at Rocky Mountain Raceway at 6555 West Highway 201. The sign was initially approved for a conditional use in January 1997. Pole signs are allowed in the manufacturing zone, on at least 10 acres, with a conditional use approval.

The applicant is requesting a 35 foot tall pole sign approximately 32 feet from the right of way per the original and current pole sign onsite. The only alteration that is proposed for the sign is to remove the existing electronic message portion of the sign and replace it with an LED electronic message sign. The sign is currently approximately 317 square feet and this alteration would reduce the overall size of the sign to approximately 300 square feet. There is approximately 1270 feet of frontage on the subject property.

Per ordinance (11-6-106), the maximum height for a pole sign is 35 feet tall with a minimum of a 30 foot setback for a sign with that maximum height. In addition, pole signs are required to be placed in a landscape area that is twice the sign area. Finally, the maximum sign area for a pole sign cannot exceed 1 square foot for each lineal feet of property frontage. The maximum is 200 square feet unless a larger sign is approved by the Planning Commission as a conditional use. The minutes are attached from the Planning Commission meeting when the existing pole sign was approved. The sign is mentioned in the staff analysis, however, there is not any discussion regarding the reasoning for allowing a pole sign larger than 200 square feet. The sign is currently in an area that may have been landscaped at one time, but is now dirt and weeds. This area would need to be landscaped to meet current City codes.

Staff's does not have any concerns with the pole sign alteration as this request is compatible with City Ordinances and lessens the size of an existing pole sign.

## Recommendations/ Staff Alternatives

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- Approval subject to any issues raised at the public hearing as well as the following conditions:
  1. That the pole sign shall meet the Sign Ordinance requirements, and that the applicant obtain a sign permit.
  2. That a landscaped area twice the sign area be installed and maintained around the base of the sign.
- Continuance, for resolution of any issues that may arise at the public hearing.
- Denial of the Conditional Use Amendment based on detrimental impacts the Planning Commission may foresee.

## Attachments

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- Aerial map
- Sign Elevation
- Site Photo
- Minutes from January 9, 1997 Planning Commission Public Hearing
- Vicinity Map